TO:    Members of the Board of Trustees
FROM: President Sabah Randhawa on behalf of Melynda Huskey, VP for Enrollment and Student Services
DATE:  August 23, 2019
SUBJECT: Enrollment Management & Planning: A Primer

PURPOSE: Discussion Item

Purpose of Submittal:

To provide a general overview of and context for enrollment management and planning as the Division of Enrollment and Student Services begins work on a new enrollment plan for Western.

Supporting materials:

PowerPoint Presentation Slides
Why Create a Strategic Enrollment Management Plan

• To integrate enrollment efforts with the university’s strategic plan and academic vision
• To ensure that
  • We are working toward clearly established goals
  • Efforts are based on thoughtful analysis of data
  • Enrollment efforts connect to institutional identity
  • We can adapt with changing times
• To define choices and priorities
• To provide structure as academic programs and degree offerings adapt and change
Evolution of Enrollment Management

1980s
• Focus on recruitment strategies

1980s - 2005
• Structure—using broader recruitment strategy and financial aid leveraging

modern
• Inclusive community planning
• Incorporate academic considerations
Goals for Western EM

We will

• connect operational strategies with institutional goals and mission
• collaborate with the entire university community
• conduct environmental scans
• create a living plan that is adaptable
• build both long-term and short-term strategies
Who is involved?

- Enrollment Management teams: Registrar, Financial Aid, Admissions, New Student Services/Family Outreach
- University Leadership
- Faculty and Academic Leaders: Colleges, Faculty Senate, Departments, and Deans
- Business and Financial Affairs
- Student Services partners
- Communications and marketing
- Institutional Effectiveness
- Board of Trustees
- Community partners
- Students and Alumni

The Entire University Community
Prospective Applicants
Applicants
Admittees
Committed Admittees
Matriculants
Students
Graduates
Alumni
Strategic Enrollment Management at Western

The plan will

• Tie enrollment to institutional goals and vision for the future of Western
• Provide information about long-term and short-term goals
• Set objectives intended to achieve our institutional enrollment goals
• Outline strategies and tactics
• Identify and charge offices and officers of the campus community to achieve each objective
• Set parameters to measure the outcomes
Thank you.